

Rep Order# 8841042 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 36944

Printed: 09/28/2012 2:41 PM
Last Received: 09/28/2012 1:49 PM
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/11/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FORF US SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
NEW REVISED TOTAL - \$30,610
PLEASE CONFIRM
THANKS, MIKE!

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-----------|-----------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | F | 500A-600A | | :30 | \$225.00 | 09/07-09/07 | 2 | 1 | 2 | \$450.00 | |
| | | | | Buyline Comment: 5A NEWS | | | | | | | | |
| | 2 | M-TU | 500A-600A | | :30 | \$225.00 | 09/10-09/11 | 3 | 1 | 3 | \$675.00 | |
| | | | | Buyline Comment: 5A NEWS | | | | | | | | |
| | 3 | F | 600A-700A | | :30 | \$245.00 | 09/07-09/07 | 2 | 1 | 2 | \$490.00 | |
| | | | | Buyline Comment: 6A NEWS | | | | | | | | |
| | 4 | M-TU | 600A-700A | | :30 | \$245.00 | 09/10-09/11 | 4 | 1 | 4 | \$980.00 | |
| | | | | Buyline Comment: 6A NEWS | | | | | | | | |
| | 5 | F | 700A-900A | | :30 | \$150.00 | 09/07-09/07 | 2 | 1 | 2 | \$300.00 | |
| | | | | Buyline Comment: EARLY SHOW | | | | | | | | |
| | 6 | M-TU | 700A-900A | | :30 | \$150.00 | 09/10-09/11 | 3 | 1 | 3 | \$450.00 | |
| | | | | Buyline Comment: EARLY SHOW | | | | | | | | |

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Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

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|-----|-----|------|-------------|-----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 7 | F | 900A-1000A | | :30 | \$250.00 | 09/07-09/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: LIVE WITH KELLY | | | | | | | | |
| | 8 | M-TU | 900A-1000A | | :30 | \$250.00 | 09/10-09/11 | 2 | 1 | 2 | \$500.00 | |
| | | | | Buyline Comment: LIVE WITH KELLY | | | | | | | | |
| | 9 | W-F | 1000A-1100A | | :30 | \$400.00 | 09/05-09/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: PRICE IS RIGHT | | | | | | | | |
| | 10 | M-TU | 1000A-1100A | | :30 | \$1,000.00 | 09/10-09/11 | 1 | 1 | 1 | \$1,000.00 | |
| | | | | Buyline Comment: PRICE IS RIGHT | | | | | | | | |
| | 11 | W-F | 1100A-1200P | | :30 | \$500.00 | 09/05-09/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: YOUNG & RESTLESS | | | | | | | | |
| | 12 | M-TU | 1100A-1200P | | :30 | \$1,500.00 | 09/10-09/11 | 1 | 1 | 1 | \$1,500.00 | |
| | | | | Buyline Comment: YOUNG & RESTLESS | | | | | | | | |
| | 13 | F | 1200P-1230P | | :30 | \$225.00 | 09/07-09/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: NOON NEWS | | | | | | | | |
| | 14 | M-TU | 1200P-1230P | | :30 | \$225.00 | 09/10-09/11 | 2 | 1 | 2 | \$450.00 | |
| | | | | Buyline Comment: NOON NEWS | | | | | | | | |
| | 15 | F | 1230P-200P | | :30 | \$325.00 | 09/07-09/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: BOLD/LET'S MAKE | | | | | | | | |

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|-----|-----|-------|-----------|--|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *16 | M-TU | 200P-300P | | :30 | \$350.00 | 09/10-09/11 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: TALK-CBS | | | | | | | | |
| | | | | Sales Remark: V9 . | | | | | | | | |
| | | | | V9 Comment Changed, Spots/week Changed | | | | | | | | |
| | *17 | F | 300P-400P | | :30 | \$325.00 | 09/07-09/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |
| | | | | Sales Remark: V9 . | | | | | | | | |
| | | | | V9 Comment Changed, Spots/week Changed | | | | | | | | |
| | *18 | M-TU | 300P-400P | | :30 | \$325.00 | 09/10-09/11 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |
| | | | | Sales Remark: V9 . | | | | | | | | |
| | | | | V9 Comment Changed, Spots/week Changed | | | | | | | | |
| | 19 | F | 430P-500P | | :30 | \$300.00 | 09/07-09/07 | 2 | 1 | 2 | \$600.00 | |
| | | | | Buyline Comment: 430P NEWS | | | | | | | | |
| | *20 | M-TU | 430P-500P | | :30 | \$300.00 | 09/10-09/11 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: 430P NEWS | | | | | | | | |
| | | | | Sales Remark: V9 . | | | | | | | | |
| | | | | V9 Comment Changed, Spots/week Changed | | | | | | | | |
| | 21 | F | 500P-630P | | :30 | \$375.00 | 09/07-09/07 | 4 | 1 | 4 | \$1,500.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | *22 | M-TU | 500P-630P | | :30 | \$375.00 | 09/10-09/11 | 1 | 1 | 1 | \$375.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | | | | Sales Remark: V9 . | | | | | | | | |
| | | | | V9 Comment Changed, Spots/week Changed | | | | | | | | |
| | 23 | F | 630P-700P | | :30 | \$300.00 | 09/07-09/07 | 2 | 1 | 2 | \$600.00 | |
| | | | | Buyline Comment: INSIDE EDITION | | | | | | | | |

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|-----|-----|-------|-------------|--|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | *24 | M-TU | 630P-700P | | :30 | \$300.00 | 09/10-09/11 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: INSIDE EDITION | | | | | | | | |
| | | | | Sales Remark: V9 . | | | | | | | | |
| | | | | V9 Comment Changed, Spots/week Changed | | | | | | | | |
| | 25 | F | 700P-800P | | :30 | \$325.00 | 09/07-09/07 | 3 | 1 | 3 | \$975.00 | |
| | | | | Buyline Comment: ET/INSIDE EDITION | | | | | | | | |
| | 26 | M-TU | 700P-800P | | :30 | \$325.00 | 09/10-09/11 | 2 | 1 | 2 | \$650.00 | |
| | | | | Buyline Comment: ET/INSIDE EDITION | | | | | | | | |
| | 27 | F | 1100P-1135P | | :30 | \$500.00 | 09/07-09/07 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: 11P NEWS | | | | | | | | |
| | 28 | M-TU | 1100P-1135P | | :30 | \$500.00 | 09/10-09/11 | 2 | 1 | 2 | \$1,000.00 | |
| | | | | Buyline Comment: 11P NEWS | | | | | | | | |
| | *29 | TU | 800P-900P | | :30 | \$2,100.00 | 09/11-09/11 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: NCIS-C//NCIS-L | | | | | | | | |
| | | | | Sales Remark: V9 . | | | | | | | | |
| | | | | V9 Comment Changed, Spots/week Changed | | | | | | | | |
| | 30 | TH | 1000P-1100P | | :30 | \$2,300.00 | 09/06-09/06 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: PERSON OF INTEREST | | | | | | | | |
| | *31 | F | 1000P-1100P | | :30 | \$1,200.00 | 09/07-09/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: BLUE BLOODS | | | | | | | | |
| | | | | Sales Remark: V9 . | | | | | | | | |
| | | | | V9 Comment Changed, Spots/week Changed | | | | | | | | |

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|-----|-----|---------------------------------|-------------|---------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 32 | SA-SU | 1100P-1135P | | :30 | \$350.00 | 09/08-09/09 | 2 | 1 | 2 | \$700.00 | |
| | | Buyline Comment: 11P NEWS WKD | | | | | | | | | | |
| | 33 | SA | 500A-700A | | :30 | \$85.00 | 09/08-09/08 | 1 | 1 | 1 | \$85.00 | |
| | | Buyline Comment: CBS SAT AM | | | | | | | | | | |
| | 34 | SA | 900A-700P | | :30 | \$300.00 | 09/08-09/08 | 1 | 1 | 1 | \$300.00 | |
| | | Buyline Comment: US OPEN TENNIS | | | | | | | | | | |
| | 35 | SA | 500P-700P | | :30 | \$175.00 | 09/08-09/08 | 1 | 1 | 1 | \$175.00 | |
| | | Buyline Comment: WKND NEWS | | | | | | | | | | |
| | 36 | SA | 1000P-1100P | | :30 | \$900.00 | 09/08-09/08 | 1 | 1 | 1 | \$900.00 | |
| | | Buyline Comment: 48HR MYSTERY | | | | | | | | | | |
| | 37 | SU | 630A-800A | | :30 | \$850.00 | 09/09-09/09 | 1 | 1 | 1 | \$850.00 | |
| | | Buyline Comment: CBS SUN AM | | | | | | | | | | |
| | 38 | SU | 800A-830A | | :30 | \$850.00 | 09/09-09/09 | 1 | 1 | 1 | \$850.00 | |
| | | Buyline Comment: AM NEWS | | | | | | | | | | |
| | 39 | SU | 930A-1000A | | :30 | \$175.00 | 09/09-09/09 | 0 | 0 | 0 | \$0.00 | |
| | | Buyline Comment: 930A NEWS | | | | | | | | | | |
| | 40 | SU | 1000A-100P | | :30 | \$1,800.00 | 09/09-09/09 | 1 | 1 | 1 | \$1,800.00 | |
| | | Buyline Comment: NFL | | | | | | | | | | |
| | 41 | SU | 500P-700P | | :30 | \$200.00 | 09/09-09/09 | 2 | 1 | 2 | \$400.00 | |
| | | Buyline Comment: 5P NEWS SUN | | | | | | | | | | |
| | 42 | SU | 700P-800P | | :30 | \$1,350.00 | 09/09-09/09 | 1 | 1 | 1 | \$1,350.00 | |
| | | Buyline Comment: 60 MIN | | | | | | | | | | |

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| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 43 | M-TU | 400A-459A | | :30 | \$40.00 | 09/10-09/11 | 1 | 1 | 1 | \$40.00 | |
| | | | Buyline Comment: 4A NEWS | | | | | | | | | |
| | 44 | W-TH | 500A-600A | | :30 | \$900.00 | 09/05-09/06 | 2 | 1 | 2 | \$1,800.00 | |
| | | | Buyline Comment: 5A NEWS | | | | | | | | | |
| | 45 | W-TH | 600A-700A | | :30 | \$1,100.00 | 09/05-09/06 | 2 | 1 | 2 | \$2,200.00 | |
| | | | Buyline Comment: 6A NEWS | | | | | | | | | |
| | 46 | W-TH | 700A-900A | | :30 | \$900.00 | 09/05-09/06 | 2 | 1 | 2 | \$1,800.00 | |
| | | | Buyline Comment: CBS THIS MORNING | | | | | | | | | |
| | 47 | W-TH | 400A-459A | | :30 | \$130.00 | 09/05-09/06 | 3 | 1 | 3 | \$390.00 | |
| | | | Buyline Comment: 4A NEWS | | | | | | | | | |
| | 48 | F | 1100P-1135P | NEWS | :30 | \$500.00 | 09/07-09/07 | 1 | 1 | 1 | \$500.00 | |
| | 49 | F | 500P-630P | NEWS | :30 | \$375.00 | 09/07-09/07 | 2 | 1 | 2 | \$750.00 | |
| | 50 | M | 500P-630P | NEWS | :30 | \$375.00 | 09/10-09/10 | 2 | 1 | 2 | \$750.00 | |
| | 51 | F | 900P-1000P | CSI NY | :30 | \$1,200.00 | 09/07-09/07 | 1 | 1 | 1 | \$1,200.00 | |
| | 52 | F | 900A-300P | US OPEN | :30 | \$200.00 | 09/07-09/07 | 1 | 1 | 1 | \$200.00 | |
| | 53 | F | 400A-459A | NEWS | :30 | \$40.00 | 09/07-09/07 | 1 | 1 | 1 | \$40.00 | |
| | 54 | M | 400A-459A | NEWS | :30 | \$35.00 | 09/10-09/10 | 1 | 1 | 1 | \$35.00 | |

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—REPORT TOTALS—

Report Totals: 71 / \$30,610.00

—SALES MONTHLY TOTALS—

Sep 12: 71 / \$30,610.00
Sales Totals: 71 / \$30,610.00
Station Totals: 71 / \$30,610.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$102,033 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

Books null
Demos RA35+